

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

Inside Information

United States Department
of Agriculture

Office of Public Affairs

Washington, D.C. 20250

Volume 14, Number 12

December 1992

Inside This "INSIDE"

	Page
1992 Yearbook Published by U.S. Department of Agriculture	2
U. of California SARE Has Opening for Communications Specialist	2
Cornell University Has An Opening for A Producer/Director	3
ARS Stories Make Front-Page of Newspaper Twice in One Month	3
Reuters Becomes Latest Subscriber to USDA's CID Service	4
USDA's "TARGET" Center Planning Events for Grand Opening	4
Kansas Agricultural Experiment Station Wins Two "Case" Awards	4
New Slogan and Logo Will Commemorate Smokey's Anniversary	4
Cooperative State Research Service Developing New Database	5
Newest Small-Scale Ag Alternative Factsheet is Published	5
NAL's Current Research Info System to Hold AGRICOLA Workshops	5
Upcoming Communications Events and Training Opportunities	7

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

1992 YEARBOOK PUBLISHED BY U.S. DEPARTMENT OF AGRICULTURE

The 1992 Yearbook of Agriculture, "New Crops, New Uses, New Markets," was released by the U.S. Department of Agriculture at the opening session of USDA's annual Outlook Conference. USDA is the publisher of the book which originated in 1849.

Deborah Smith, yearbook editor, said the new book offers information about products from nontraditional crops -- such as kenaf, guayule, crambe, industrial rapeseed, and lesquerella. It also describes new products from traditional crops and animal products -- such as motor fuels from corn, ink from soybeans, industrial oils from seed crops such as rapeseed, medicines from plants and dairy products, and biodegradable plastic from corn starch.

The yearbook also offers historical background on development of new crops in America from Colonial days to present. It gives up-to-date information on recent scientific and technological breakthroughs, and emphasizes the process of researching, commercializing, and marketing products made from agricultural materials for industrial and end-use consumer. Special emphasis is given to renewable fuels and products for food industries.

Smith said the book also highlights added benefits of industrial products derived from agricultural sources. New products such as plastics from vegetable starches are biodegradable; they offer renewable alternatives to finite resources such as petrochemicals; and biofuels, such as ethanol, can reduce dependence on foreign oil.

The 300-page hardcover yearbook, illustrated with photographs, charts and tables, was printed with soy ink on recycled paper.

Each member of Congress will have limited free copies of the 1992 Yearbook of Agriculture for public distribution. Copies also are available for \$14 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. In addition, the yearbook will be sold at government bookstores in many cities.

USDA has no free copies for distribution to the public, Smith said.

**U. OF CALIFORNIA SARE HAS OPENING FOR COMMUNICATIONS SPECIALIST**

You'll have to work fast for this opening -- even electronically. We just received the information and the deadline is December 7.

It's for a communications specialist (public information representative) with the Sustainable Agriculture Research & Education (SARE) program at the University of California, serving the Western Region SARE/ACE program and will be located on the Davis Campus.

Responsibilities include developing and maintaining contacts with representatives of the media, agribusiness, commodity groups, universities, legislators, and government agencies throughout the western region; selecting and disseminating information from funded projects and other program activities via press releases, feature articles, and other appropriate means; handling inquiries from news media, researchers, agribusiness, and the general public, and working with the Associate Director of the national SARE program and the regional coordinator of the Western Region SARE program.

Requirements include four years experience as a communications or information professional, preferably in an agricultural or other scientific field; demonstrated expertise in developing, maintaining and using contacts in a variety of media, including but not limited to newspapers, magazine, and radio; and demonstrated experience preparing information in appropriate form for diverse audiences in a variety of media. A valid drivers' license is required and you must be willing to travel.

Apply to UC Davis Employment Office, TB 122, Davis, CA 95616, for VL#0911. Required application materials are available at the above office and at the UCDMC Personnel office at 2525 Stockton Blvd, Room 1019, Sacramento, CA, or by calling 916/752-0530 between 10:00 am and 2:00 pm, Monday through Friday. (If you're outside the Davis/Sacramento area and are reading this announcement too late to get the application in time via regular mail, contact Jill Auburn for a FAX copy, at: Information Systems Manager, Sustainable Agriculture Research & Education Program, University of California, Davis, CA 95616. Telephone 916/757-3278, FAX 916/757-3281, or email jsauburn@ucdavis.edu (Internet) jsauburn@ucdavis (Bitnet).

Questions about the position content should be directed to Jill Auburn. Questions about the application process, forms, etc., should go directly to the UC Davis Employment Office: 916/752-0530 or to Recruitment Specialist Helen Villarreal, 916/752-6882.



CORNELL UNIVERSITY HAS AN OPENING FOR A PRODUCER/DIRECTOR

There is an opening in the Educational Television Center of Cornell University's Media Services for a producer/director.

They're looking for a highly motivated and creative person to develop, write, produce, direct and edit documentaries and educational programs for Cornell University's broadcast and instructional television center.

The successful candidate will have a track record of high-end television production, securing grant money, managing production crews, and strong writing skills. Knowledge of BETA SP professional editing systems and directing teleconferences and live uplinks will help. At least 3-5 years experience in field/remote production is essential.

If you've got the patience to produce under pressure, the ability to work in an academic setting, and a good sense of humor, they want to hear from you. The salary is competitive, the benefit package complete, and they assure the quality of life in the Finger Lakes is unrivaled.

Send a letter, resume, writing samples and a 1/2" VHS video before December 18, to: Daniel Booth, Senior Producer/Director, Media Services ETV Center, MVR Hall, Cornell University, Ithaca, NY 14853-4401.



ARS STORIES MAKE FRONT-PAGE OF NEWSPAPER TWICE IN ONE MONTH

It was a first time ever for USDA's Agricultural Research Service (ARS) to get a story on the front page of a newspaper -- and not once, but twice in less than a month.

On October 12, USA TODAY ran an item called "Human Gout Drug Deadly To Cockroaches," on its front page. It covered a story written by ARS' Jessica Silva, about a medicine used for 30 years to control a painful joint disease that can wipe out entire cockroach populations in just 4 to 6 weeks.

USDA studies show the drug, "allopurinol," blocks production of the chemical uric acid. It eases the pain of gout in humans, but female cockroaches need the acid for making embryos. The research was conducted by Daniel Suiter of the ARS Agriculture Research Service Medical and Veterinary Entomology Laboratory in Gainesville, Florida.

The cockroach story was Silva's last with the agency, before resigning to to continue her education.

Then, on December 3, USA TODAY ran an item called "Resistant Elms May Be Sprouting by '94," again on the front page. Jan Suszkiw wrote the story about two new hybrid trees, Frontier and Prospector, bred to resist Dutch elm disease, a leading killer of many native American elms.

Suszkiw, a recent graduate of the University of Cincinnati's School of Journalism, is the newest writer on the ARS Information staff.

For more information on these stories, contact: Henry (Hank) Becker at 301-504-8547. Becker is head of the Media Relations Unit of ARS' Current Information staff. These stories were part of a packet Becker provided to national media.



REUTERS BECOMES LATEST SUBSCRIBER TO USDA'S CID SERVICE

Reuters America, Inc., one of the world's largest news services, now subscribes to USDA's CID Service. Reuters claims to serve 175,000 terminals in 121 countries.

Millard Bierman and Ed Decowski of Martin Marietta Corporation and others worked closely with Reuters, writing computer programs and providing months of free use of the system for tests, to get the news service on CID.

Reuters will undoubtedly ask USDA agencies to load additional reports not now on the service. We'll pass those requests to the appropriate agencies and hope they'll help as much as possible.

Reuters probably will be one of the larger users of information on the CID Service.

For more information, contact: Russell Forte, 202-720-5505.



USDA'S "TARGET" CENTER PLANNING EVENTS FOR GRAND OPENING

Planning is underway for events to celebrate the grand opening on December 14, of USDA's Technology Accessible Resources Give Employment Today (TARGET) Center. There will be a special program starting at 10 a.m. in the Jefferson Auditorium, located in USDA's South Building.

TARGET is the name of a unit being established to serve as a resource center and demonstration facility that will assist USDA managers, as well as current and prospective employees with disabilities, in locating, selecting, and evaluating devices and other forms of technology to help those employees function effectively in the workplace.

USDA also is sponsoring a "Disability Sensitivity Awareness Session" on December 16. During this session a number of USDA officials will spend the day functioning with an identified disability, in order to develop an awareness of, and sensibility to, that particular disability.

For further information on the center, contact: Ophelia Falls, USDA, Office of Information Resources Management, 202-690-0443.



KANSAS AGRICULTURAL EXPERIMENT STATION WINS TWO "CASE" AWARDS

The Kansas Agricultural Experiment Station (KAES) Editorial Office has won two awards from the District Six Council for the Advancement and Support of Education (CASE).

One is an award of excellence for writing and the other is an award of merit for institutional promotional material. Both are for the brochure "Opportunity Knocking," a publication to recruit students to the Kansas State College of Agriculture. The piece was produced by the KAES editorial staff of Steve Morgan, Eileen Schofield, Fred Anderson, and Gloria Schwartz.

In addition to the awards from CASE, the KAES Editorial Office staff recently received a third place award for this Biennial Report from the National Association of Government Communicators (NAGC).

These latest awards bring that staff's total to 10 awards won this year from various regional and national professional organizations.



NEW SLOGAN AND LOGO WILL COMMEMORATE SMOKEY'S ANNIVERSARY

USDA's Forest Service and the National Association of State Foresters have introduced a new slogan and logo to commemorate the golden anniversary of Smokey Bear. The slogan, "Remember...Smokey Has for 50 Years, will be used during the year-long celebration starting October 1993.

The National Association of State Foresters held a nationwide contest last spring to select a slogan for the 50th anniversary. The winning slogan, one of 3,400 entries, was submitted by the Ohio Division of Forestry. The anniversary logo was designed by the Advertising Council.

Nationwide, foresters and fire officials will participate in local and statewide events celebrating Smokey's golden anniversary, which will conclude in Washington, DC, on August 9, 1994.



COOPERATIVE STATE RESEARCH SERVICE DEVELOPING NEW DATABASE

USDA's Cooperative State Research Service (CSRS) has asked a select group of state research administrators to take the lead in helping to develop a database for a National Agricultural Research and Teaching Communications Program.

The project goal is to create the prototype and structure of a database at an institution or cooperative group of institutions with significant capability for producing information delivery and retrieval systems, and significant capability to work cooperatively with the other Land-Grant institutions nationwide.

The database will center around National Research and Teaching Accomplishments, and the Agricultural Research Digest. It is designed to become the primary source of information to report about the accomplishments of the university-based agricultural research and teaching programs. It will also be the principal source of information used in defining and preparing the story lines reported in the Digest.

For further information about the project, contact: Patrick Jordan at 202-720-4423, or David King of Purdue University at 317-494-8396.



NEWEST SMALL-SCALE AG ALTERNATIVE FACTSHEET IS PUBLISHED

"A Small-Scale Agriculture Alternative -- Cashmere Goats," the newest in a series of factsheets, has been published by USDA's Office for Small-Scale Agriculture (OSSA), Cooperative State Research Service (CSRS).

Prepared by Harriet L. Jensen of Cozad, Nebraska, and George B. Holcomb of USDA's Office of Public Affairs, the new factsheet begins by referring to goats as nature's best herbicide. When some Nebraska goats were taken on a demonstration tour through high brome grass, they sought out leafy spurge -- poisonous to some animals, but liked by goats.

The factsheet goes into a brief discussion of the demand for cashmere which feels much softer to the skin than wool, and goes on to explain that cashmere goats are a type, not a breed. We learn that the majority of the world supply of cashmere comes from Afghanistan, Iran, Outer Mongolia, India, and China. In recent years, when political disarray in these countries disrupted cashmere supplies, manufacturers began looking for more stable sources. New Zealand and Australia have been producing cashmere for more than a decade.

The factsheet also discusses the selection of breeding stock, gives many pointers on maintenance, and ends with additional sources of information.

Other in the series are "Herbs," "Foliage Plants," "Mushrooms," "Sheep," "Wildflowers," "Specialty Vegetables," "Exotic Livestock," "Dessert Vines," "Exotic Fruits," "Goats," "Woodlots," "Specialty Flowers," "Beekeeping," "Aquaculture," "Strawberries," "Brambles," "Specialty Potatoes," and Specialty Corns."

Single copies are available at no charge from Howard W. "Bud" Kerr, Jr., Programs Director, OSSA, CSRS, Room 328-A, Aerospace Bldg., Washington, DC 20250-2200. Telephone is 202-401-1805.

For more information, contact George Holcomb at 202-720-5746.



NAL'S CURRENT RESEARCH INFO SYSTEM TO HOLD AGRICOLA WORKSHOPS

The Current Research Information System of USDA's National Agricultural Library has announced five basic and advanced workshops in AGRICOLA database. AGRICOLA is an online computer database composed of more than 3 million bibliographic citations to literature on all aspects of agriculture, including

plant and animal science, economics, food and nutrition, forestry, entomology, engineering and rural sociology. The database contains records for literature citations of journal articles, monographs, bibliographies, theses, patents, software, audiovisual materials, and technical reports added from 1970 to the present.

The basic workshop includes instruction in the basics of DIALOG command protocols, an introduction to the AGRICOLA database, and information on other agriculturally related databases. While the workshop is designed for people who have little or no previous experience in online database searching, a background in information retrieval or experience with computers is helpful.

Workshop attendees for CRIS workshops must have prior training or experience in online retrieval on the DIALOG system. The advanced workshop is an indepth look at the files and fields of AGRICOLA.

The workshops will be held next year in Washington, DC, and Beltsville, MD. The schedule is as follows: AGRICOLA, Basic, February 22-24, April 5-7, May 17-19, July 12-14, and September 20-22. CRIS, February 25, April 8, May 20, July 15, and September 23. AGRICOLA, Advanced, February 26, April 9, May 21, July 16, and September 24.

For additional information on AGRICOLA, call the National Agricultural Library at 301-504-5204 or CRIS at 301 504-6846.



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

January 13-16, 1993:

NAGC 1992 NATIONAL COMMUNICATIONS SCHOOL

Old Colony Inn, Alexandria, Virginia

Contact: Debbie Trocchi, 703-519-3902

January 27, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION LUNCHEON

USDA Administration Bldg., Rm. 107-A, Washington, DC

Featured Speaker: George Anthan, Des Moines Register Bureau Chief

Contact: Kathryn Hill, 202-690-4750 or Hank Becker, 301-504-8547

January 30 - February 3, 1993:

SOUTHERN ASSN. OF AGRICULTURAL SCIENTISTS ANNUAL CONFERENCE

Tulsa, Oklahoma

Contact: 703-231-6295

February 17, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION LUNCHEON

USDA Administration Bldg., Rm. 107-A, Washington, DC

Featured Speaker: Bruce Goldfarb, Freelance Writer-Editor

Contact: Kathryn Hill, 202-690-4750 or Hank Becker, 301-504-8547

April 8, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION/OPA SPRING WORKSHOP

National 4-H Center, Chevy Chase, Maryland

Contact: Hank Becker, USDA ARS, 301-504-8547

May 8-12, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION INTERNAT'L MEETING

Theme: "ACE '93, Discover New Worlds"

Hotel Intercontinental on Biscayne Bay, Miami, Florida

Contact: Donald Poucher, 904-392-0437 or Thomas Hintz, 904-392-5180



